

The Bulletin

National Tractor Parts Dealer Association

Member News

Volatile Markets and You

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|  BULLETIN MICHAEL LIBBIE, Editor | NTPDA KIM CARROLL <i>Operations Manager</i> <i>Meeting Planner/Event Coordinator</i> MICHAEL LIBBIE <i>Business Development - Recruitment/Retention</i> 940-668-0900 • Toll Free 877-668-0900 Fax 940-668-1627 email: ntpda@ntpda.com |
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From the President's Pen ...



I wish I could say “I did that.”

As I write my last President's pen I want to thank you! Thank you for being part of something great. Thank you for your input (or in some instances withholding your input). Thank you for showing up when sometimes it would have been easier not to. Thank you for being part of NTPDA. Each member brings something special to the table.

I wish I could say I made the meetings (the Annual Conference and Trade Show/ Summer Mixer) great. But I didn't. Kim is absolutely on top of it, right down to the very smallest detail. From location, to travel, to meals, to entertainment-Kim crushed it!

I wish I could say our membership numbers were rock solid because of me. But I can't. Michael does a great job of staying in touch with our current members. He also does a great job of reaching potential members and drawing them in.

I wish I could say our endowment fund was near a record high because of me. But I can't. Craig Shaver and his team have done a fantastic job for us. Our trustees John

Dyke, Randy Roelofsen, Brian Kitch, and Scott Schelling are to be commended on overseeing Craig and the endowment.

I wish I could say everything ran smooth because of me. But it didn't. I've had support from the best possible board members. I want to thank each one of them for the time they committed to making NTPDA what it is today.

So what did I do? Exactly what I promised to do! I promised not to screw it up and here I am reviewing my performance. I think I did exactly that. I have learned to surround myself with solid people and let them do their job. It's not my association or your association, it's OUR association and I think it's a great one. I'm appreciative of the opportunity to serve you and I am thankful for everyone's support.

Hope to see everyone in Orlando!



President Trey

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Staff Notes

Happy Holidays! This year has been a busy one with planning and looking ahead. We have already secured the 2026 Summer Mixer/ Board Meeting site in Eugene, OR, July 16 – 18, with a site visit to Farmland Tractor Supply. And the 2027 Conference & Trade Show will be in Savannah, GA, January 14 – 16, 2027. Final details are being worked on now for the 2026 Conference and Trade Show in Orlando, FL, January 22 – 24, to make it worth your investment. The theme this year is Margaritaville and we look forward to seeing many of you there! If you have not committed yet, below are some reasons to consider joining us:



Kim Carroll

1. One Location to meet and dive into deeper connections with like-minded NTPDA members. We have 30 different companies represented as of this writing.

2. Targeted Learning and knowledge exchange allowing for more in-depth discussions. Vendor Roundtable Presentations allow Attendees and Vendors to learn from each other and move beyond transactional relationships to develop valuable, long-term strategic partnerships that drive mutual success.

3. Support Charity through our on-site live auction for St. Jude Children’s Research Hospital. Plus participate in Putting for Pets where we will incorporate this networking experience requiring groups to design and build unique one-of-a-kind, animal-themed, miniature golf holes using pet supplies and other building materials. Once the tournament is over the supplies will be donated to a local animal shelter. Your contributions to kids, families and pets make a difference.

4. Affordable Registration! Access to all NTPDA events, food, and drinks for only \$375 per person. Member rate good through December 31st.

5. Create Memories in Orlando in the winter when the crowds are lighter and the temps are warmer with average highs in the low-70s which makes the perfect backdrop for outdoor exploration. Check out <https://www.visitorlando.com/delegate/2026-ntpd-annual-conference/> for deals and extended stay options.

There is so much to offer you in one location. Registration is available on the NTPDA website at www.ntpda.com under Events.

Wishing you all a Merry Christmas and Happy New Year with family and friends.

Kim

What a great time we all had in Norfolk this past summer. WOW lots of memories and when we get to Orlando remind me to tell you about a scary thing that happened to me on the way to our Summer Meeting.



Michael Libbie

If you are having doubts about attending our Annual Conference and Trade Show next month please read the “Did You Know” article in this issue. It is all about building sustainable relationships and why that is so critical for success.

May you have a wonderful holiday season with friends and family!

Michael

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VOLATILE MARKETS AND YOU

Don't let volatile markets shake up your investment strategy

By Craig Shaver

When it comes to investing, market pullbacks and corrections (declines in stock prices of at least 10 percent from their recent highs) are routine, although they may not feel that way as they happen.

For investors who rely on their portfolios to meet important financial goals, such as a comfortable retirement, it can be distressing to see market fluctuations. Understanding what's causing the ups and downs can help ease your anxiety and lessen the temptation to make drastic changes to your portfolio.

But staying calm doesn't mean being inactive. Keep in mind that a market correction, by definition, means that prices have dropped for most stocks, including those that represent strong companies with favorable prospects. And a correction is often accelerated by investors selling shares to supposedly cut their losses. But when prices are down, it could actually be a good moment to buy.

Market volatility also presents an opportunity to evaluate your risk tolerance and consider whether



Market volatility also presents an opportunity . . .

you need to further diversify your holdings. In a downturn, just about everybody takes a hit, but if you've been affected particularly strongly, additional diversification may be in order.

Spreading your investments across multiple asset types and using a variety of investment vehicles can help reduce the impact of volatility on your overall portfolio.

Ultimately, market turbulence is inevitable, but it doesn't mean you should upend your long-term investment strategy due to a few bad weeks or months in the market. If you've created a solid plan that reflects your risk tolerance, time horizon and financial goals, and make needed adjustments over time, you'll give yourself the ability to look past ominous news headlines. If you're still feeling overwhelmed or need help determining an appropriate strategy, consult a financial advisor. They can help you stay focused on the big picture to calmly navigate through turbulent times.

This article is provided by Craig Shaver, a Financial Advisor at RBC Wealth Management. The information included in this article is not intended to be used as the primary basis for making investment decisions. RBC Wealth Management does not endorse this organization or publication. Consult your investment professional for additional information and guidance. Investment and insurance products offered through RBC Wealth Management are not insured by the FDIC or any other federal government agency, are not deposits or other obligations of, or guaranteed by, a bank or any bank affiliate, and are subject to investment risks, including possible loss of the principal amount invested. RBC Wealth Management, a division of RBC Capital Markets, LLC, registered investment adviser and Member NYSE/FINRA/SIPC.



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DID YOU KNOW...

Building Relationships

by Michael Libbie

There is an old saying, “People buy from people they know and trust.” How true that is. The National Tractor Parts Dealer Association is one of the most interesting groups I’ve been part of. It is both professional and like family.



That is why you and your company should be with us at our Annual Conference and Trade Show where you’ll be able to spend quality time with peers as well as those Associate Members you may or may not yet do business with.

Over the past two months we’ve been reaching out to Regular and Associate Members in the attempt to get them to Orlando so they can create those relationships that lead to sales. Some have taken to challenge and will be there and we are grateful. But there are some who don’t seem to understand the value of building those personal relationships and believe sales will somehow come to them out of thin air. And, that is a mistake. If this resonates with you it’s not too late to sign up and we’ll see you in Orlando!

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MEMBER NEWS

Working Harder!

I was recently on the phone with our friends from 2-Cylinder Plus Tractor Salvage based in Missouri. David and Robin tell me they have had the best year ever. But, there is a but: “I’m working 60 to 70 hours a week just trying to keep ahead. It’s tough to find good help so Robin and I have to dig in and do most of the work ourselves.” It’s a common problem we hear from many of our members. How are things with you? A big thank you to the Martin Family for being NTPDA Members.



Congratulations!

Wishing Tom and Nicki Roelofsen the very best as they welcomed a new child into the family. We’ll have the opportunity to say all of this in person when they join us in Orlando.

Meet Terry Maynard

Hi, my name is Terry Maynard, and I’m the Director of Business Development at Strategic Logistics. I’ve spent nearly 30 years in the logistics industry, and what I enjoy most is building strong relationships—with both our customers and our carrier partners—while making sure operations run seamlessly day in and day out.



At Strategic Transportation, based in Eagan, Minnesota, we offer full-service logistics solutions nationwide, including LTL, FTL, dry van, flatbed, air freight, and cross-docking. My role is to connect your business needs with our team’s expertise and resources so we can create logistics strategies that are transparent, reliable, and tailored specifically to you.

Whether you’re moving a single shipment or managing complex supply chain needs, we’re here to keep your business moving with confidence.

New Members!

Well, sort of

Coming back to NTPDA is Mark Ziemann who has formed his own company, Z Mark Sales and Consulting. We’re hoping to catch up with him in Orlando.



Also new to NTPDA is Gale McKinney of Twin Rivers Media. Gale is the owner and publisher of American Cattleman Magazine and American Dairyman Magazine. Welcome to the NTPDA family!



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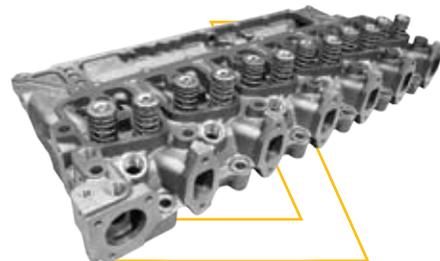
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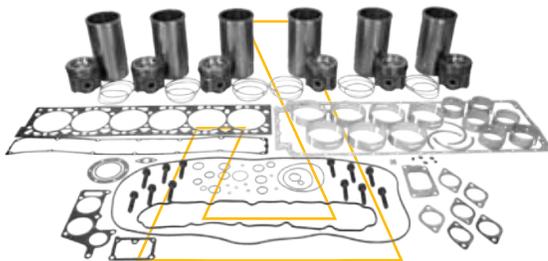
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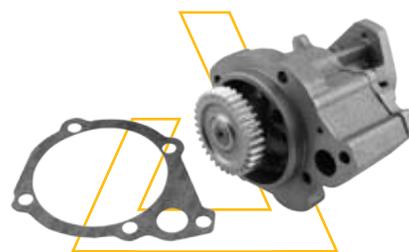
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HEADS & PARTS



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ENGINE KITS



LUBRICATION SYSTEM

Let's Eat!

Easy Potato Latkes

You don't have to be Jewish to enjoy latkes and here is a quick and easy recipe.

Ingredients:

- 1.5 lbs. of russet potatoes shredded
- One small onion shredded
- One large egg
- 2 Tbsp. unseasoned breadcrumbs
- 1 tsp. salt
- ½ tsp. pepper
- ½ cup of canola oil
- One small green onion
- Sour cream or applesauce or jam for serving



Over a medium bowl place potatoes and onions on folded paper towels or cheesecloth and squeeze as much of the liquid out as possible. Transfer the potatoes and onions to a new bowl and add egg, breadcrumbs, salt and pepper. Mix well and set aside.

Heat oil in a large skillet over medium/high heat. Scoop mixture, ¼ of a cup at a time, onto a flat spatula and flatten with your fingers to create a patty. Transfer to the skillet. Repeat until skillet is full but not over crowded. Cook for 4 to 5 minutes per side or until golden brown.

Transfer cooked latkes to a paper towel-lined plate, sprinkle some green onion over the top and serve with sour cream or applesauce or jam. Makes 12 servings. Enjoy!



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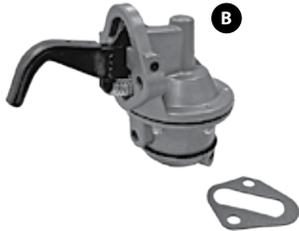
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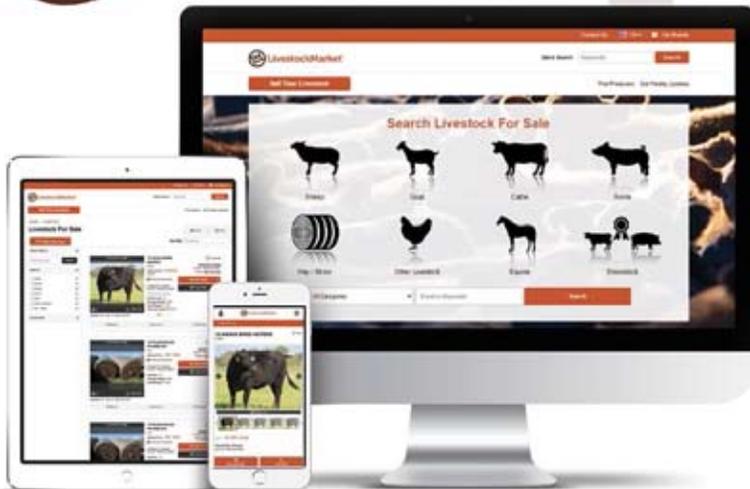
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THURSDAY, JANUARY 22, 2026

Pre-Conference Networking

10:00 a.m. – 3:00 p.m. **Boggy Creek Airboat Adventures**

Experience “Real Florida”! We are going to get off the beaten path to discover nature and wildlife in the breathtaking beauty of Florida’s wetland. This one-of-a kind experience will combine thrill, nature, and connection. From high-speed airboat tours and interactive wildlife zones (including a butterfly garden and gator oasis) to a group dining experience all in one beautiful location.

3:30 p.m. – 5:30 p.m. **Early Registration – Seminole Registration**

3:30 p.m. - 5:30 p.m. **Vendor Set-Up – Seminole C**

Set items (e.g. parts, supplies, informational material, swag, etc.) on 6’ rectangular tables assigned to each vendor until roundtable presentations.

3:30 p.m. – 5:30 p.m. **St. Jude Auction Set-Up – Seminole C**

Auction Items Needed for St. Jude. Bring the actual item or picture to display. Live auction will be on Saturday evening. Items will be set up and displayed for viewing during the trade show with live bids accepted on Saturday evening.

WELCOME TO ORLANDO (Margaritaville) - Hotel Pavilion

Wear Your Best “Buffett” Attire & Plan to Enjoy a Night Under the Pavilion with an Island Escapism Vibe with Friends

6:00 p.m. – 9:00 p.m. **Drinks/Dinner/Music/Cornhole Tournament begins**

FRIDAY, JANUARY 23, 2026

7:30 a.m. – 8:45 a.m. Breakfast – Seminole E

7:30 a.m. – 9:00 a.m. Extra time for Vendor Setup & St. Jude Set-Up – Seminole C

8:00 a.m. – 6:00 p.m. Registration – Seminole Registration

9:00 a.m. – 11:30 a.m. BEST CORPORATE EVENTS - **Competition to Collaboration** – Seminole E

Competition to Collaboration® is a unique series of team collaboration activities with a powerful message of organizational synergy. This engaging session will impart to your group coaching and mentoring skills while celebrating the success of colleagues.

Program Elements: Collaboration & Accomplishing Common Goal, Individual & Team Development, Performance & Continuous Improvement, Relationship Building & Networking

11:30 a.m. Lunch – Seminole CD

12:30 p.m. Vendors & Attendees Orientation for Roundtable Presentations & Poker Run – Seminole C

1:00 p.m. – 3:00 p.m. Trade Show Open/Vendor Roundtable Presentations & Poker Run – Seminole C

Round tables around the room will have a tent card to note where each vendor will be for the Vendor Roundtable Presentations & Poker Run

Vendors – 20 minutes to present products/services with time for questions/answers. (Ex. 10-minute presentation/10-minute q/a)

Attendees – Visit vendor roundtables and spend time at each as noted above.

Poker Run – Vendor passes out one card per Attendee who visits table.

Attendees – Redeem tickets for best hand turned into Dealer (NTPDA table) on Friday and Saturday morning.

Royal Flush – 7 tickets/Straight Flush – 6 tickets/4 of a Kind – 5 tickets/Full House – 4 tickets/Flush – 3 tickets/Straight – 2 tickets/3 of a Kind – 1 ticket

Tickets will be drawn for prizes at lunch on Saturday. Must be present to win.



- 3:00 p.m. – 4:30 p.m.** Break / Happy Hour / Cornhole Tournament continues – Seminole D
- 4:30 p.m. – 6:30 p.m.** Trade Show Open/Vendor Roundtable Presentations & Poker Run – Seminole C
Round tables around the room will have a tent card to note where each vendor will be for the Vendor Roundtable Presentations & Poker Run.
Vendors – 20 minutes to present products/services with time for questions/answers. (Example 10- minute presentation/10-minute q/a)
Attendees – Visit vendor roundtables and spend time at each as noted above.
Poker Run – Vendor passes out one card per Attendee who visits table.
Attendees – Redeem tickets for best hand turned into Dealer (NTPDA table) on Friday and Saturday morning.
Royal Flush – 7 tickets/Straight Flush – 6 tickets/4 of a Kind – 5 tickets/Full House – 4 tickets/Flush – 3 tickets/Straight – 2 tickets/3 of a Kind – 1 ticket
Tickets will be drawn for prizes at lunch on Saturday. Must be present to win.
- 6:30 p.m.** Drinks & Dinner – Seminole CD
- 7:30 p.m.** Cornhole Tournament continues – Seminole D

SATURDAY, JANUARY 24, 2026

- 7:30 a.m. – 8:45 a.m.** Networking – Breakfast & Conversation – Breakfast Served – Seminole CD
- 8:45 a.m. – 10:45 a.m.** BEST CORPORATE EVENTS - **Putting for Pets** – Seminole E
Putting for Pets is a fun corporate philanthropy event requiring your group to design and build unique one-of-a-kind, animal-themed, miniature golf holes using pet supplies and other building materials. Both newcomers and experienced golfers can enjoy this fun event and the winning team will be anyone's guess! Once the tournament is complete, the pet supplies will be boxed and presented to a local animal shelter. Your team will feel a sense of accomplishment and the joy that comes from giving to fuzzy paws and a worthwhile cause!
Program Elements: Creativity & Resourcefulness, Friendly Competition, Fun & Engaging Interaction
- 11:00 a.m. – 11:40 a.m.** Trade Show Open/Vendor Roundtable Presentations & Poker Run – Seminole C
Round tables around the room will have a tent card to note where each vendor will be for the Vendor Roundtable Presentations & Poker Run.
Vendors – 20 minutes to present products/services with time for questions/answers. (Example 10- minute presentation/10-minute q/a)
Attendees - Visit vendor roundtables and spend time at each as noted above.
Poker Run – Vendor passes out one card per Attendee who visits table.
Attendees -Redeem tickets for best hand turned into Dealer (NTPDA table) on Friday and Saturday morning.
Royal Flush - 7 tickets/Straight Flush – 6 tickets/4 of a Kind – 5 tickets/Full House – 4 tickets/Flush – 3 tickets/Straight – 2 tickets/3 of a Kind – 1 ticket
Tickets will be drawn for prizes at lunch on Saturday. Must be present to win.
- 11:40 a.m. – 12:00 p.m.** Network & final chance to turn in best hands to NTPDA table for tickets
- 12:00 p.m.** General Session/Election of Officers – Seminole C
- 12:30 p.m.** Lunch & Poker Run Ticket Drawings. Any Vendor drawings can be done during this time too.
Must be Present to Win
- 1:30 p.m.** Vendor Meeting/Trade Show Close – Seminole C
- 2:15 p.m.** Board Meeting – Gold Coast I
- 6:00 p.m.** Happy Hour/Dinner/Awards/Live Auction/Cornhole finals – Seminole C

SUNDAY, JANUARY 25, 2026

Day to Enjoy the Area / Departures

Theme: Margaritaville

Program subject to change.



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Improving Your Marketing Using AI Tools

By Casey Minzenberger
Director of Marketing
Fastline Marketing Group

AI isn't a buzzword anymore. It's here, getting better every day, and it's not going anywhere. It's time to start working it into your everyday routines—from bookkeeping and customer service to, yes, your marketing.

Once you get comfortable with AI tools, you can quickly create stronger ads, more engaging videos, scripts, blog posts, and coordinated campaigns that stay consistent across every channel. The barrier to entry is low; the real challenge is simply deciding to start.

Tools like ChatGPT, Claude, Gemini, and Grok are called large language models (LLMs). Think of them as extremely fast assistants you can talk to in plain English. Ask them to draft an email to a customer, summarize a long report, or turn a parts inventory list into product descriptions for your website. Are you in finance and need to see how \$100,000 would grow in five years at 18% interest? They can run the math instantly. Want to know what customers are saying about a competitor online? An AI assistant can help you research that, too.

Here are a few simple ways NTPDA members can start using AI in marketing:

- ◆ Rewrite your equipment or parts listings to be clearer and more benefit-focused.
- ◆ Turn one good social post into an email, a short video script, and a print ad.
- ◆ Brainstorm headlines and calls-to-action for your next promotion.
- ◆ Analyze reviews to spot common customer questions you should answer in your ads.
- ◆ Draft a monthly newsletter outline in seconds, then edit it in your own voice.
- ◆ Have AI suggest image concepts for your next print or digital ad.



At Fastline Marketing Group, we're using AI every day to test ad ideas faster, learn what buyers care about, and stretch our clients' budgets further. Start small, stay curious, and let the machines handle the busywork so you can focus on selling.





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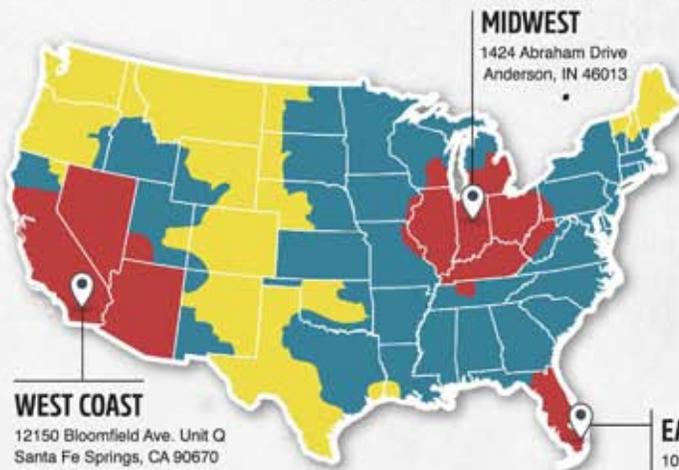
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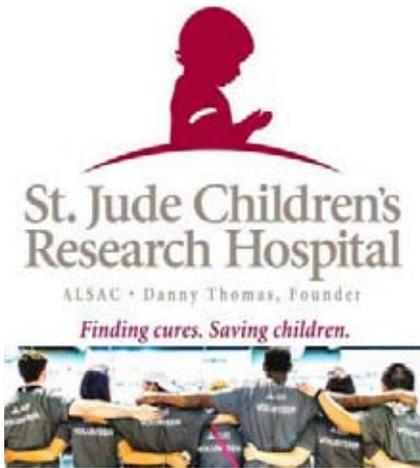
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During our Annual Conference and Trade Show in 2025 that was held in New Orleans you opened your hearts and wallets and through the Raffle, Chuck Challenge, Auction and a \$5,000 gift from NTPDA we were able to raise \$42,567 for St. Jude Children's Research Hospital in Memphis!



While we have been supporting St. Jude's for years this was by far the largest donation from our membership. So, once again...thank you! Now it's on to Orlando in January where we, once again, will do what we can in support of this worthy cause.

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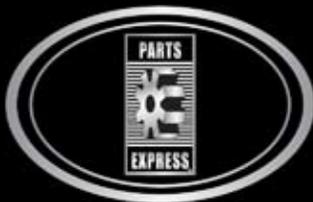


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Greetings from . . . Greasy Girl



Dear Friends,

Hope your fall is going well. We are getting ready for Thanksgiving and Christmas. I can't even believe that another year has come and gone.

As you all know I was diagnosed with breast cancer and have had a great experience with the doctors and the surgeons. Well as of tomorrow I am starting 16 treatments of radiation. Everyone told me it is no big deal, so I went in there expecting it to be no big deal. They forgot to tell me that I must wear a mask on my face. So, you are thinking no big deal. Well, the problem is I am a claustrophobic nut. I make a Big Deal out of it. The doctor immediately saw that I needed some meds. Now I have 16 treatments to start tomorrow.! I am telling you about this because I can tell myself all day that it isn't anything but there is something inside of me that screams 'Oh this is bad.'



By Terri Stevens

It is kind of funny when I think about how silly it is and it seems that nothing does me any good except medication. LOL. So, I thought about what is happening to me. I decided I am having a panic attack when that happens. A panic attack is a feeling of acute disabling anxiety. Why do we suffer from these? I really am hoping that I conquer this fear.

Do you have fears that keep you awake at night or do you watch the news and become overcome with anxiety? We do live in a crazy, out of control world. However, Jesus is still on the throne and He has plans for all of our days. He brings peace to the storm. He stills the waters and He loves you.

So, as we enter this beautiful season let's try hard to take a deep breath and be thankful and grateful for all the things He has done. By the time I write the next article I will be done with these treatments. May this year be your best ever. We have so many things to be thankful for. I have been cured from cancer.

Live! Love! Laugh!

Blessings Greasy

PS: My New Years Resolution:
"Stay away from tight places." LOL!

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